

PLAYERS GO PLACES

Low Tar Players.
Regular and Menthol
Kings and 100's

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 12 mg "tar," 1.0 mg nicotine—100's; 10 mg "tar,"
1.1 mg nicotine av. per cigarette, by FTC method.

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Players
"Off the Cigarette"
National Marketing—1994
Page 41C Brand—Reno
Wells, Rich, Greene, Inc.